

**Subject:** Cranes Returning to Los Angeles

**From:** "Bud Ovrom" <LADBS.Newsletter@lacity.org>

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[Also available on the Web at  
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**Special Points of Interest**

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**LADBS Construction  
Service Centers**

**Downtown**

201 N. Figueroa Street  
Los Angeles, CA 90012  
(Figueroa Plaza)

**West Los Angeles**

1828 Sawtelle Blvd.  
2nd Floor  
Los Angeles, CA 90025

## Message from the General Manager



### Monthly Statistics

Our new Fiscal Year is off to a great start – total new construction valuation is up 90% over last July and housing starts are up by 701% (See chart below)!

OK, last July was particularly slow, so these increases are overly dramatic by comparison.

But, at \$325 million in Building Permit Valuation, July, 2012 was pretty good by any standard. It is our highest July in four years and reminds us of the “good old days” with July 2007 at \$312 million, July 2006 at \$327 million and July 2005 at \$328 million.

Housing starts at 825 units in July 2012 is also a great number by itself. But, compared to only 103 units in July 2011, it is a whopping increase! Indeed, it is our highest July for housing starts in 6 years! During the last six years, each July has averaged about 665 housing starts. To find numbers higher, you have to go all the way back to the “housing boom” with July 2006 at 974 units, July 2005 at 968 and July 2004 at 1,992 units.

Of course, one good month does not make the year – particularly in a still fragile economy. But, this is a heck of a good way to start the new Fiscal Year!

### South LA

8475 S. Vermont Ave.  
2nd Floor  
Los Angeles, CA 90044



### Van Nuys

6262 Van Nuys Blvd.  
2nd Floor, Room 251  
Los Angeles, CA 91401

### San Pedro

638 S. Beacon Street  
Room 276  
San Pedro, CA 90731

### Counter Hours:

Monday, Tuesday, Thursday,  
Friday: 7:30 am - 4:30 pm  
Wednesday: 9:00 am - 4:30  
pm

\* San Pedro & South LA  
offices are closed between  
noon - 1:00 pm daily

For Information you call:  
3-1-1 (Inside LA City) or  
(213) 473-3231 (Outside  
LA City)

## Crane Migration



In the first term the Mayor was fond of saying he wanted to make the crane the official bird of the City – the construction crane! He often said he wanted to be able to look out his window and see cranes as far as the eye could see.

And, that is what we had! Mayor Villaraigosa's first term was the highest four years in the history of the City for new construction – totaling \$17.2 billion in building permit valuation. His first term was also the highest four years in recent history of the City for new housing starts, with a total of 43,541 units.

Then, by the Fall of 2008, the Great Recession had begun, with new construction heading the collapse of the economy. The cranes went

into hibernation (some feared extinction). Total new construction went from \$5.3 billion in FY 06-07 to only \$2.5 billion in FY 08-09, down 53% in just 2 years. Housing starts went from a high of 15,174 units in FY 05-06 to a low of 3,537 units in FY 09-10, a whopping drop of 76%. The cranes were nowhere to be seen.

But, the cranes are now slowly but steadily starting to reappear! From a low of \$2.5 billion in new construction in FY 08-09, we have had three conservative years over \$3 billion, hitting \$3.4 billion in FY 11-12, up 36% in three years (see our annual report at [ladbs.org](http://ladbs.org), [July 2012 Newsletter](#)).

In this newsletter we are pleased to profile three projects, which are providing breeding grounds for the cranes: The Broad Museum downtown (CD 9), the bw in Brentwood (CD 11) and the Lorenzo in South Los Angeles (CD 9).

The swallows returning to San Juan Capistrano might only be a legend today, but the cranes returning to Los Angeles are very real!

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## The Broad



The Broad at Grand Ave. and Second St.

The crane on Grand Ave. and Second St. (CD9) is for the Broad Museum project. Designed by Diller Scofidio + Renfro with executive architect Gensler, Los Angeles, The Broad will be an architecturally distinct neighbor to Walt Disney Concert Hall.

The museum's unique design includes a lobby, gallery and archive area on the ground floor, office space and archive area on the second floor, and a large gallery on the third floor. Construction on a three-story, semi-subterranean parking structure began last June and was completed in 2012

For more information about The Broad Museum, please feel free to visit [www.broadartfoundation.org](http://www.broadartfoundation.org).

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## The bw



The bw at Wilshire Blvd. and Barrington Ave.

The crane in use at Wilshire Blvd. and Barrington Ave. in Brentwood (CD11) is for the six-story, 78-unit apartment complex.

The bw, developed by California Landmark, will feature a zen rooftop garden, a modernist lobby and full-service gym. The building will have an iconic glass façade to set the tone and architecturally increase the significance of the building inside and out.

The bw will bring the community a housing complex to allow people live closer to where they work, providing one to two bedroom units.

For more information about the bw, please visit [www.californialandmark.com](http://www.californialandmark.com).

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## The Lorenzo



The Lorenzo at Adams Blvd. and Grand Ave.

The cranes are up in South LA (CD9) for the 'grand' scale, mixed use development by developer J. H. Palmer, the Lorenzo.

Located in the intersection of Adams Blvd. and Grand Ave., the development will include 919 apartments and 34,000 sf of retail space. The developer says it would create more than 1,800 construction jobs and provides a permanent boost to property tax revenues and area spending. The Lorenzo provides such alluring attributes as an athletic field, fully furnished units, high-tech libraries, and an intimate rooftop pool, which are just a few examples of the features found throughout The Lorenzo.

One of the major features of the Lorenzo is its close proximity to the MTA's Expo Line. The Lorenzo is hailed as South LA's very first transit-oriented projects of this scale. It is a walking distance from USC, Exposition Park and The Los Angeles Memorial Coliseum, while just a short ride (or drive) to Staples Center, LA Live and Downtown LA.

For more information about the Lorenzo, please visit [www.thelorenzo.com](http://www.thelorenzo.com)

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## Our Mission Statement

The mission of the Department of Building and Safety is to protect the lives and safety of the residents and visitors of the City of Los Angeles and enhance the quality of life, housing, economic

prosperity, and job creation. This is accomplished through advising, guiding, and assisting customers to achieve compliance with the Building, Zoning, Plumbing, Mechanical, Electrical, Disabled Access, Energy, and Green Codes; and local and State laws, through a timely, ethical, cooperative, and transparent process for the facilitation of construction and maintenance of commercial, industrial, and residential buildings throughout the City.

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**LADBS Newsletter Editors: David Lara & Manuel Garcia**

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